



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"Enriching Lives"

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IN REPLY PLEASE

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February 5, 2004

TO: Each Supervisor

FROM: James A. Noyes *JAN*
Director of Public Works

ADOPT-A-WATERWAY™ PROGRAM FEASIBILITY STUDY ON PRIVATE PARTNERSHIP OPPORTUNITIES MOTION OF NOVEMBER 12, 2003, SYNOPSIS 14

On January 8, 2004, we submitted an interim report on the feasibility of adopting a partnership and sponsorship program, such as the Adopt-A-Waterway™ (AAW) Program.

Since the submittal of the interim report, SCE has verbally denied our proposal to place AAW Program signs on their light posts based upon provisions of the existing license agreement between SCE and the County. It is SCE's position that the existing agreement was prepared with the intent of installing nonprofit generating signs only. SCE further maintains that the installation of signs to generate sponsorship fees is not addressed in the existing agreement and, therefore, was not contemplated by the parties. As a result, SCE expressed the need to explore ways to amend the agreement to address such sponsorship program activities. At this time, SCE has not provided us with a time frame for the development of such amendments.

SCE's lack of approval prevents the County from establishing any sponsorship program that utilizes signage on SCE's light posts in the unincorporated areas of the County. Because SCE owns over 95 percent of the light posts where the sponsorship signs would be placed, the AAW Program is not feasible without SCE's participation. An alternative to using SCE light posts is to install new posts in well-lit and high-traffic areas solely for the placement of AAW signs. However, the construction and maintenance costs for these new posts will further reduce the County's share of the

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sponsorship fee. Environmental Communications has expressed an interest in working with the County to assess the possibility of other proposals to generate funds without the use of light posts.

Public Works will continue to pursue discussions with SCE and Environmental Communications to assess future opportunities for adopting partnership and sponsorship programs. Based on the findings of this study and the lack of any other sponsorship programs like the AAW Program, we do not recommend implementing the partnership and sponsorship programs, such as the AAW Program at this time.

If you have any questions, please contact me or your staff may contact Rod Kubomoto of our Watershed Management Division at (626) 458-4300.

KYL:kk

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cc: Chief Administrative Office (David E. Janssen, Lari Sheehan)
County Counsel (Lloyd W. Pellman, Tracy Swann)
Executive Office